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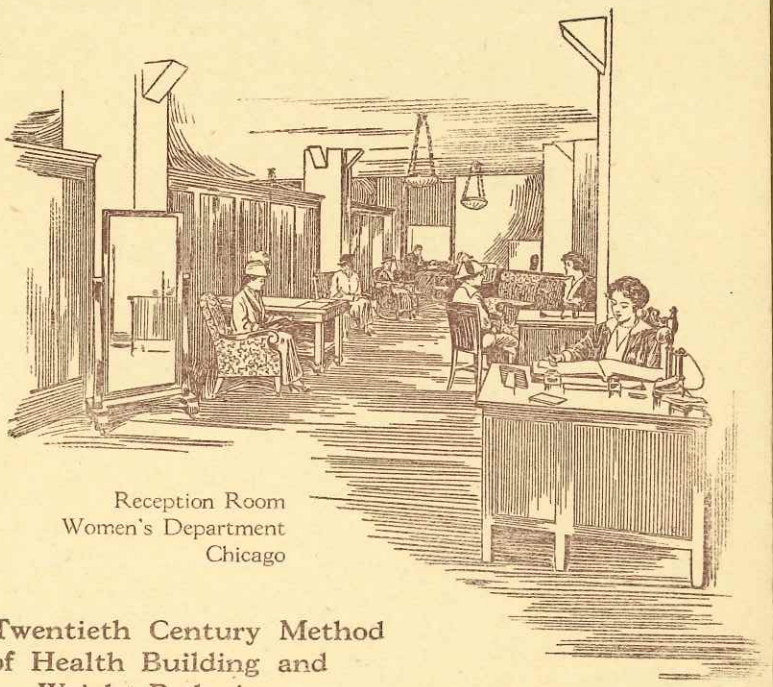
601/84

The Gardner Therapeutic and Reducing Machine

Machine Made Health
The Easy Method

The Reducing Machine Co.
6 North Michigan Avenue, Chicago

601/84



Reception Room
Women's Department
Chicago

The Twentieth Century Method of Health Building and Weight Reducing

Early Attempts to Produce Massage Machines

FROM the earliest historical times manipulation of the body has been recognized as a great aid to general health, through the improvement in the circulation and elimination and because it is a perfect substitute for exercise.

During the past century numerous attempts have been made to do this mechanically, as in the Swedish movement cure, culminating in the famous Zander machines, some forty in number, all different; but, until recently, nothing has been invented which was successful.

Reasons for Failure

The reason for this failure has been two-fold—first, because nearly all machines have been of a vibrating or shaking character, which produced a serious reaction on the nervous system. Second, because of the attempt to do this work with a small portable ma-

Production of Gardner Machine

chine, which could not possibly give sufficient pressure. A large amount of money was necessary to experiment with a machine large and heavy enough to meet all requirements; but, after the expenditure of many thousands of dollars, and three years' work, the year 1913 saw the production of a machine which has proved a perfect massage machine.

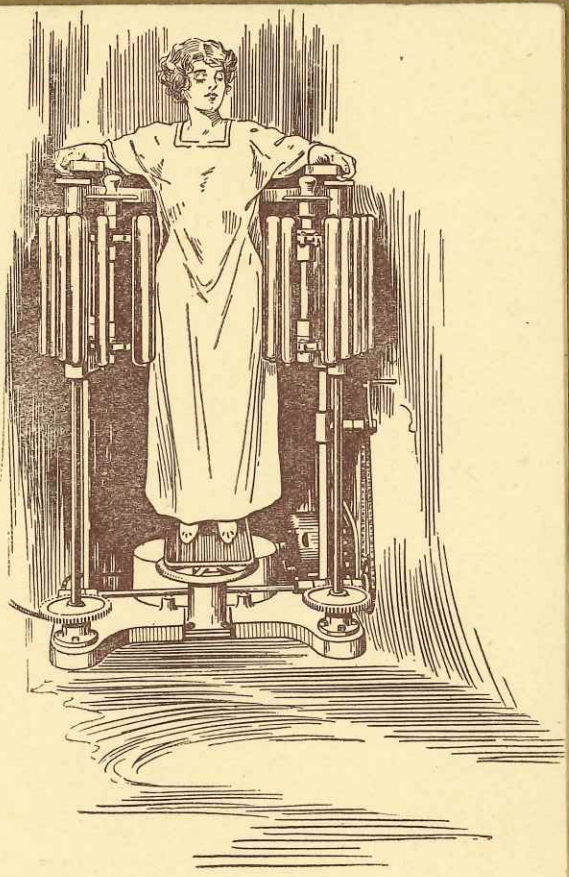
Discovery of Therapeutic Value

The very careful experiments of three years which followed, proved the machine to have wonderful value therapeutically, due to the normalizing of abnormal conditions caused by inactivities of circulation and elimination. One of the abnormal conditions thus remedied is obesity. The results produced by exercise in the machine on this most dreaded disease, have attracted the greatest interest of the general public. This has caused the machine to be known all over the country as the Gardner REDUCING Machine. This shows the great need of a successful treatment for obesity, and that the Gardner Reducing and Therapeutic Machine can give this treatment, is acknowledged by every physician who has investigated it.

"Scientific American" Comment

The "Scientific American," in an illustrated article in their April 17, 1915, number, describe it as follows:

"A machine that will do one's exercising has been tried out at a Chicago hospital. Its primary purpose is to reduce weight, without requiring exercise or strenuous dieting, and repeated experiments have demonstrated its success.

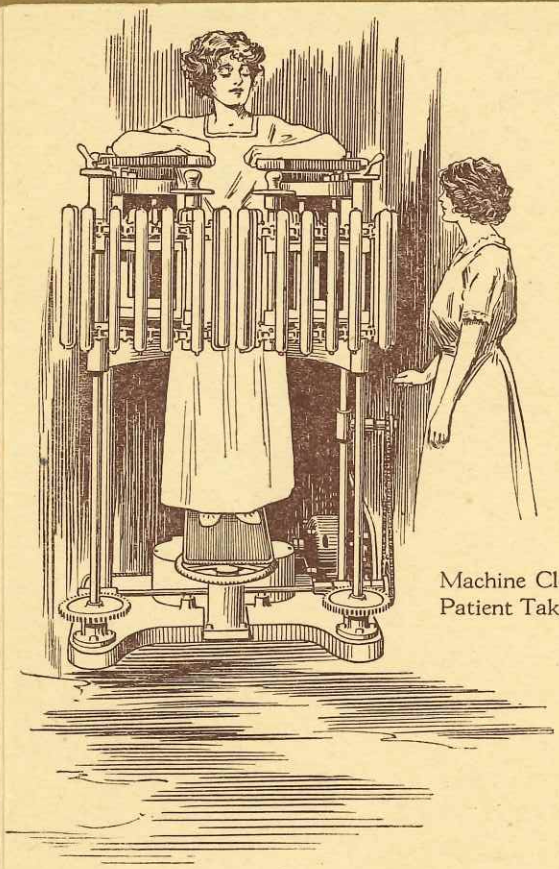


Machine Open
Ready to be Adjusted
to Body

Description of Machine

The Gardner Reducing Machine consists of a substantial frame with wheels carrying two sets of belts, each set being provided with a large number of massage rollers. The belts are supported and arranged so that the rollers may be brought into engagement with any part of the body, and particularly may be brought to entirely surround the body, as shown on page 4.

The belts are driven by a powerful motor, which causes the rollers to roll along about the body, thus effectively reaching every desired part—shoulders, abdomen, hips, legs, or arms.



Machine Closed
Patient Taking Treatment

By means of an unique apparatus, the pressure of the rollers is controlled to a nicety—from a gentle rolling to as heavy a pressure as the patient desires. The balanced even pressure causes all parts to be treated with an uniform action.

Opinion of Dr. Watson L. Savage

Dr. Watson L. Savage, the famous authority on Physical Therapy, in the New York Times of May 25, 1915, says:

"The latest method of reducing flesh is in the form of 'mechanical rollers' and they come from Chicago. The patient—man or woman (both use it)

stands or sits in the machine, turning around at intervals, while the rollers do their good work. Standing, the flesh below the waist is reduced, and on the sitting patient, the flesh on the shoulders and back. The results are marvelous."

Opinion of University of Chicago Trainer

Johannes Johnson, who has been trainer at the University of Chicago under Coach Stagg for the last decade, is quoted in the Cleveland Press of June 22, 1915, as saying:

"Everyone enjoys eating and the majority of people do not exercise sufficiently, so any new idea which will reduce weight without strenuous dieting or exercise, is certainly a boon to people who are obese, for few of us have the will power to keep up the Spartan mode of life which was necessary to reduce flesh before this wonderful machine was invented.

"My first personal experience with the machine will interest you. We had a student in the University who was thought to be good timber for the football team but he was too fat. We installed the Gardner reducing machine for him, and the fat literally 'rolled' off. He reduced sixty-five pounds in five weeks and made the squad."

Opinion of Mr. Peter J. Peel

Reducing by massage imposes such a painful process upon the patient and such a laborious task upon the operator, that Physical Therapists who have given massage to aid in reducing flesh, are enthusiastic over this new method, for the patient enjoys the treatment and the operator is relieved of the strenuous work.

This is the opinion of Mr. Peter J. Peel, who has eight of our machines in his Physical Therapy Institution, suite 1105-1115 Great Northern Building, 20 West Jackson Boulevard, Chicago. Mr. Peel is on the staff of Michael Reese Hospital, and is the head of a high class training school for Physical Therapists. He adds that he considers no Physical Therapy Institution complete without the Gardner Reducing Machine.

Construction Secret of Success

The secret of the great success of the Gardner Reducing Machine is two-fold. First, the new principle of heavy **counter balanced rolling massage,** and second, a machine big enough to stand the strain of giving such strenuous pressure over such a large portion of the body at once, and it is just because it does act upon such a large area at once that the result is obtained, and the patient able to stand it without discomfort.

No small machine could possibly do this, and for that reason none of the small rolling devices which have been and are now being exploited can possibly be successful. It is the large number of rollers in simultaneous action which do the work. The flesh is held firmly in place all around the body, so every pair of rollers can act just as the hands of the masseur does, only with the machine there is a constant succession of such action at all points, all around the body at once.

The First Patient Says

I took the treatments regularly for one hour every day for seven weeks, at the end of which time I had reduced

about fifteen pounds in weight, hip measurement over eleven inches, and waist, shoulders and bust proportionately. I then discontinued treatments but continued to reduce for about four months longer. At that time I had lost 32 pounds, my health was greatly improved, my energy was greater than ever before and there has been no tendency to regain my lost flesh.

During the few first months the machine was used it was under the supervision of Dr. John T. Welsh, who is a member of the faculty of the Hahnemann Medical College, assisted by a trained nurse.

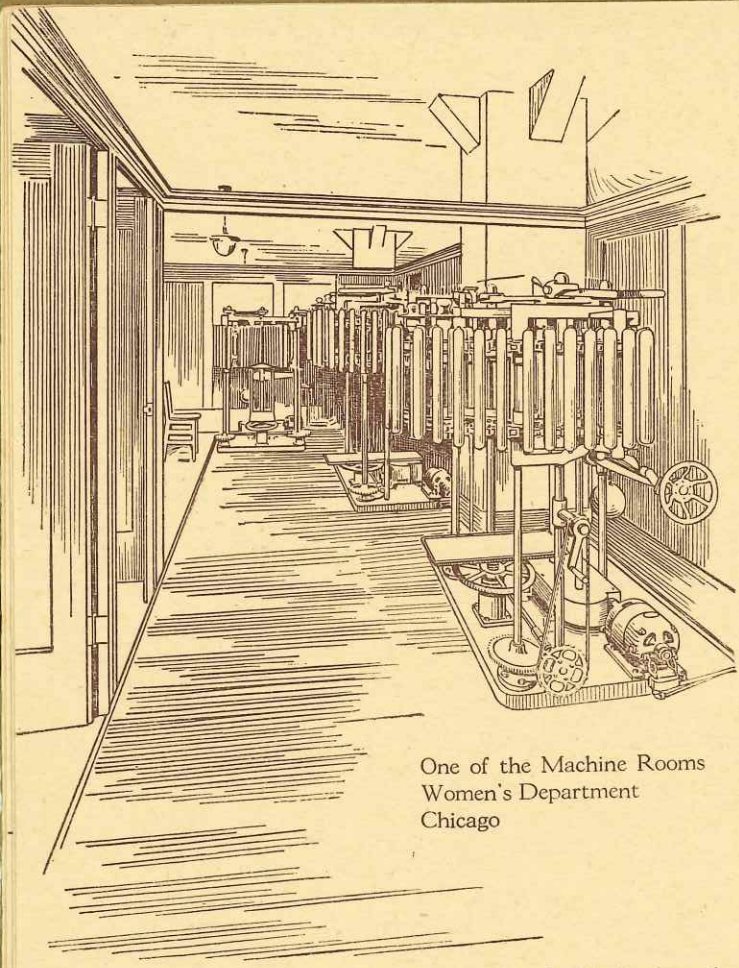
Report of Dr. Welsh

Dr. Welsh wrote the following letter to Dr. Wilcox of Boston in response to an inquiry from him:

Dear Dr. Wilcox:

About two years ago the Gardner Reducing Machine was brought to my attention by a patient who was most anxious to reduce. She had tried all of the usual methods and had little success. She knew the inventor of the new machine and believing it would do the work, offered to be the first patient.

When the machine was finished Mr. Gardner, the inventor, had the machine placed in my office and for seven months I directed the experiments. A trained nurse weighed, measured, took blood pressure and pulse. My patient weighed 190 pounds, had sub-normal blood pressure, poor circulation, faulty elimination and neuritis. At the end of six weeks she had reduced 15 pounds



One of the Machine Rooms
Women's Department
Chicago

and measured 11 inches less in hip measurement, with a corresponding decrease in other measurements. Her blood pressure was normalized and elimination benefited.

Another interesting treatment, Mrs. G., had only 20 treatments and lost 10 pounds, had a hernia and anasarca. Hernia was not injured; marked diminution of anasarca, albumen diminished, total solids increased.

A third case, Mrs. B., has varicose veins; blood pressure 160, weight 175

pounds. She had 30 treatments. She lost 9 pounds, with a loss in measurements of from 3 to 5 inches everywhere. Blood pressure was 140; varicose condition relieved.

I thought each case treated was greatly benefited and recommend the machine to you.

Yours very truly,

John T. Welsh, M. D.

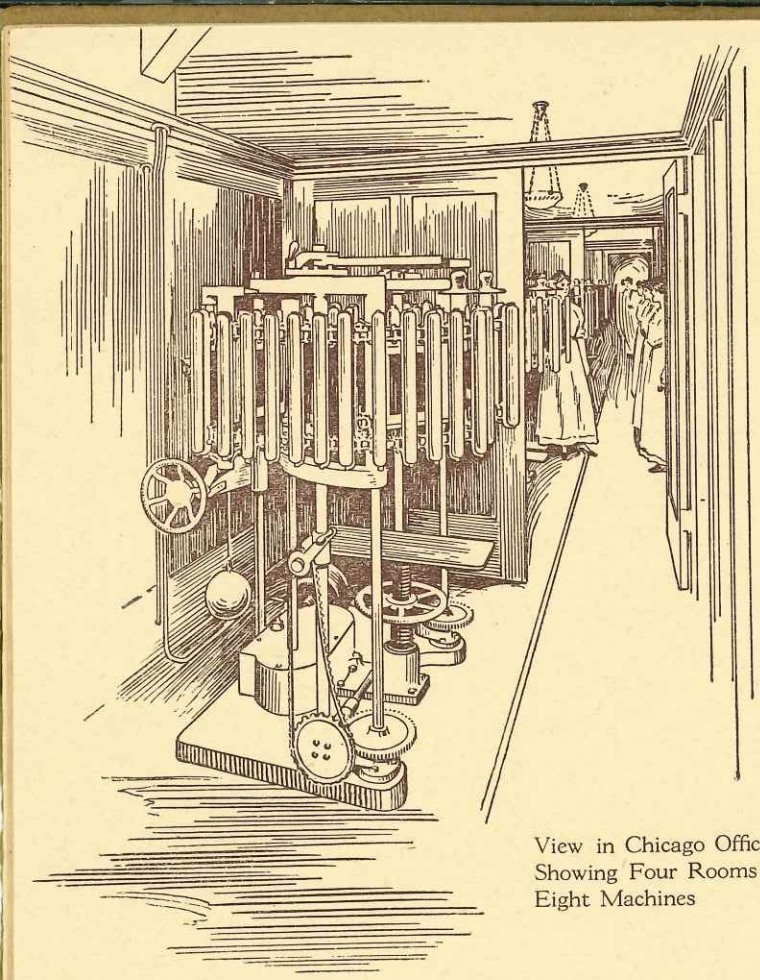
Many prominent physicians were called in to see the machine, and their opinion was that a wonderful treatment could be given that would undoubtedly not only reduce weight, but greatly benefit health, also that it could not possibly be injurious.

We then experimented with many patients, giving each a thorough physical examination before and after each treatment. The experiments proved the machine of great value in cases of poor digestion and faulty elimination. Patients with poor heart action and high blood pressure were greatly benefited, as were cases of neuritis and rheumatism.

Report of Dr. Richmond

Dr. Isabel Garida Richmond has a machine in her office, 915 Marshall Field Building, Chicago, which she uses exclusively for therapeutic purposes. The following cases have been treated by Dr. Richmond:

Mrs. J. F.—Fat from childhood; subject to liver troubles, constipation; skin pasty; no color; always ailing. Has taken two treatments a week for several months, in all about fifty. Has



View in Chicago Office
Showing Four Rooms with
Eight Machines

lost about 15 pounds, 4 to 7 inches in measurements; bowels regular; color good; excellent blood count; perspires freely (something she never did before); able to do all her housework; feels well, eats well, enjoying life for first time. No other treatment or medicine except machine.

Mrs. B. M. L.—Neurasthenia; much overweight. Has had 17 treatments during two months, has lost 7 pounds, 3 to 6 inches in measurements. Excretory functions all much improved;

is now walking freely; eating rationally and losing flesh daily. Very much better in every way.

Typical Cases

Some of the results obtained at the Chicago office follow. They are taken from hundreds of cards which can be seen in our files. Similar results are obtained in all of our many offices:

Mrs. C.—Weight 187¾ lbs.; waist 34½ inches; back 14½ inches; bust 43 inches; thigh 47½ inches; legs 43 inches; hips 45 inches; shoulders 43 inches. After 36 treatments taken exactly as directed her weight and measurements were as follows: Weight 181 lbs.; waist 30½ inches; back 13 inches; bust 40 inches; thigh 41 inches; legs 38½ inches; hips 40 inches; shoulders 42 inches. She did not continue treatments. After five months she came to the office to be measured and weighed, and was delighted to find her weight 29 lbs. less than when she had discontinued treatments, making a total loss of 35¾ lbs.

Mrs. K.—Had 60 treatments. She lost 37 lbs. in weight, 5½ inches in waist; 3½ inches bust; 8½ inches thigh; 8½ inches legs; 8½ inches hips; 3 inches shoulders.

Mrs. S.—Took 42 treatments. She reduced weight 34 lbs.; waist 6 inches; bust 4 inches; thigh 7 inches; legs 6½ inches; hips 8 inches; shoulders 6 inches.

Mrs. R.'s case was very interesting because of health and age—62 years. She is only 5 ft. in height, and weighed 247 lbs. This accumulation was almost entirely abdominal, causing prolapsus

and a great strain on the heart. The reduction is now 55 pounds in weight; 13 inches in waist; 14 inches thigh; 13 inches hip; 7 inches legs. Her health is splendid. When she first came she used a cane and was accompanied by a maid. She comes alone now and has not needed a cane since her first months' treatment. Her physician has watched her case and is most pleased with her results.

The saying "There is nothing new under the sun," is disproved by the invention of this machine—for nothing like it has ever been produced. This was shown by the granting of the Patent Office here and in all foreign countries of every claim made by Mr. Gardner.

BUCKLEY-DEMENT
CHICAGO